



MEETING MINUTES
BOARD OF SUPERVISORS, COUNTY OF MONO
STATE OF CALIFORNIA

Regular Meetings: The First, Second, and Third Tuesday of each month. Location of meeting is specified at far right.

Regular Meeting

MEETING LOCATION
Mammoth Lakes BOS
Meeting Room, 3rd Fl. Sierra
Center Mall, 452 Old
Mammoth Rd., Mammoth
Lakes, CA 93546

August 21, 2012

9:00 AM

Meeting Called to Order by Supervisor Hunt, Vice Chair

- Supervisors present: Bauer, Hansen, Hazard, Hunt, and Johnston
- Supervisors absent: None

Pledge of Allegiance led by Supervisor Hansen

OPPORTUNITY FOR THE PUBLIC TO ADDRESS THE BOARD

- Jil Stark, Chair of June Lake Trails Committee: The trail around Gull Lake is finished; it is a family-oriented trail and also accessible to older citizens. The committee would like to continue the trail down canyon and eventually connect at the Silver Lake Resort; for now, they want to take the trail from the top of Gull Lake to Double Eagle Resort. The trail exists but it is on forest service land. The district ranger asked that the county make a proposal about this section of trail, and agree to maintain it for the next 20 years. The Board needs to have a discussion about trails.

Closed Session: 9:06 a.m.

Break: 10:35 a.m.

Reconvened: 10:41 a.m.

Lunch: 12:45 p.m.

Reconvened: 1:38 p.m.

Adjourned: 4:38 p.m.

CLOSED SESSION

The Board had nothing to report from Closed Session.

BOARD OF SUPERVISORS

- 1a) Closed Session - CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION. Significant exposure to litigation pursuant to subdivision (b) of Government Code section 54956.9. Number of potential cases: One. Facts and circumstances: Construction of Mountain Gate Phase II Improvements.
- 1b) Closed Session - CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION. Significant exposure to litigation pursuant to subdivision (b) of Government Code section 54956.9. Number of potential cases: one.

- 1c) Closed Session--Human Resources - CONFERENCE WITH LABOR NEGOTIATORS. Government Code Section 54957.6. Agency designated representative(s): Marshall Rudolph, Brian Muir, and Jim Arkens. Employee Organization(s): Mono County Sheriff's Officers Association (aka Deputy Sheriff's Association), Local 39--majority representative of Mono County Public Employees (MCPE) and Deputy Probation Officers Unit (DPOU), Mono County Paramedic Rescue Association (PARA), Mono County Public Safety Officers Association (PSO), and Mono County Sheriff Department's Management Association (SO Mgmt). Unrepresented employees: All.

- 1d) Conference with legal counsel - CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION. Significant exposure to litigation pursuant to subdivision (b) of Government Code section 54956.9. Number of potential cases: three. Facts and circumstances: contract and regulatory disputes related to Conway Ranch.

OPPORTUNITY FOR THE PUBLIC TO ADDRESS THE BOARD

No one spoke.

- 2) APPROVAL OF MINUTES
None

3) **BOARD MEMBER REPORTS**

Supervisor Bauer

Deferred due to time constraints.

Supervisor Hansen

Deferred due to time constraints.

Supervisor Hazard

1. RCRC report: 1) Asked County Counsel to agendaize an item pertaining to the CSAC and RCRC MOU about working with Toiyabe and Inyo National Forest Service; 2) per RCRC staff request, Hazard agendaized an item for September 4th regarding Propositions 30 and 31 (tax initiatives and realignment propositions on the November ballot); 3) regarding the law requiring medical certification for fire department personnel that drive heavy equipment, this will be a self-declared process and will save money for service providers; 4) AB 1249 is a bill about the primary purpose of lands under control of Fish and Game; it needs to include recreational activities in the list of activities; 5) AB 885 regarding septic tanks has been signed; there will be no impact to the county.

Supervisor Hunt

Deferred due to time constraints.

Supervisor Johnston

Deferred due to time constraints.

COUNTY ADMINISTRATIVE OFFICE

- 4) CAO Report regarding Board Assignments (Jim Arkens)
ACTION: Receive brief oral report by County Administrative Officer (CAO) regarding his activities.
Jim Arkens
Deferred due to time constraints.

DEPARTMENT REPORTS/EMERGING ISSUES

- **Lynda Roberts, Clerk of the Board:** Regarding tonight's special meeting at 5:30 p.m., the meeting will convene at the Lee Vining Community Center and then the Board will take a tour of the community garden.
- **Jeff Walters, Public Works:** Update about 1) Twin Lakes mudslide, 2) damage to the overpass on South Landing Road in Crowley, 3) flooding off Harvey Springs Road (off of Obsidian Dome Road) that was trapping campers. Public Works staff worked hard over the weekend to resolve problems.
- **Nate Greenberg, IT/GIS:** 1) Update about Digital 395. Construction has started, and they have been working in Walker and Bridgeport. Still working with CalTrans on some of the rights of way permits. Issues with High Point Curve and Marine Corps housing have been resolved. Finishing work on anchor sites and plans. Planning to hold a public awareness and outreach event. The work is moving forward. 2) CPUC will be hearing Crowley Lake broadband issue on August 23. Verizon is required to provide service by January 1st. 3) Planning to bring a more specific last-mile provider plan to the Board on September 4th.
- **Dan Lyster, Economic Development:** 1) He and Alicia Vennos received a hand-written note from the producer of the movie "Oblivion" thanking them for their assistance with the recent movie shoot in June Lake. 2) Lyster read a note from the supervising location manager acknowledging the positive experience they had while filming.
- **Sheriff Scholl:** Gave an overview of last-week's MONET operation pertaining to a marijuana grow; they eradicated about \$1.6 million worth of plants.

CONSENT AGENDA

(All matters on the consent agenda are to be approved on one motion unless a board member requests separate action on a specific item.)

SOCIAL SERVICES

Additional Departments: Inyo County Department of Health and Human Services

- 5a) Approval of MOU between County of Mono and County of Inyo regarding Mutual Disaster Aid For CalFresh Benefits - Proposed MOU pertaining to providing CalFresh Benefits in Mono County and Inyo County in the event of a Disaster.

M12-182 **Action:** Approve County entry into MOU between County of Mono and County of Inyo regarding Mutual Disaster Aid For CalFresh Benefits, and authorize Chairperson of Board to execute said contract on behalf of the County.

Hazard moved; Hunt seconded

Vote: 5 Yes; 0 No

BOARD OF SUPERVISORS

- 6a) Rusty Gregory Letter Requesting Support for the June Lake Community - Proposed letter to Rusty Gregory, Chairman and CEO of Mammoth Mountain Ski Area, requesting support/assistance in specific areas of critical need to assist the June Lake community as it prepares for the challenging winter ahead. This item was requested by the Board of Supervisors.

M12-183 **Action:** Authorize Chair of the Board to sign the proposed letter to Rusty Gregory, Chairman and CEO of Mammoth Mountain Ski Area, outlining specific

areas of support for the June Lake community.

Hazard moved; Hunt seconded

Vote: 5 Yes; 0 No

FINANCE

- 7a) Tax Rates for Fiscal Year 2012-13 - Proposed Resolution approving the Tax Rates for Fiscal Year 2012-13.

R12-55 Action: Adopt Resolution #R12-55 approving the Tax Rates for Fiscal Year 2012-13.

Hazard moved; Hunt seconded

Vote: 5 Yes; 0 No

REGULAR AGENDA

CORRESPONDENCE RECEIVED (INFORMATIONAL)

All items listed are available for review and are located in the Office of the Clerk of the Board

CLERK OF THE BOARD

- 8a) Chamber Music Unbound - Final report for the \$8,000 grant awarded to Chamber Music Unbound in November of 2011.
- 8b) County Service Area #5 - Re-confirming commitment to upgrades at Memorial Hall.
- 8c) Ombudsman Advocacy Services of Inyo-Mono - Year-end report for work completed under the 2011-2012 grant.

The Board acknowledged receipt of correspondence.

PUBLIC WORKS - ENGINEERING DIVISION

- 9a) Grant Funding for Construction Expenses at Bryant Field Airport (Garrett Higerd) - A construction contract for improvements at Bryant Field in Bridgeport was approved on July 17th. Public Works expects to receive a Grant Offer by the end of August from the Federal Aviation Administration (FAA) for 90% of the total project cost (including construction engineering, materials testing, and administration).

M12-184 Action: 1. Pending receipt of Grant Offer for Project No. 3-06-0030-08 from the Federal Aviation Administration (FAA) in the amount of approximately \$2,374,835 for construction of Airport Improvements at Bryant Field, approve, authorize, and ratify the Public Works Director's (in consultation with County Counsel) execution and acceptance of the FAA Grant Agreement for construction at Bryant Field. 2. Approve and authorize the Public Works Director to utilize up to \$263,870 from the Airport Enterprise Fund as match funding for the Bryant Field Reconstruction project.

Johnston moved; Hunt seconded

Vote: 5 Yes; 0 No

Garrett Higerd, Public Works: Work is underway at the Bryant Field Airport. The FAA grant funding is due to arrive by the end of August. Because of the quick turn-around required, Garrett asked the Board to give Jim Arkens, CAO, authority to receive and execute the grant. It is unlikely that the county will get a grant to help with matching funds so the county match will be \$263,870; funds are available in the Airport Enterprise Fund.

- 9b) Rejection of Bids and Authorization to Advertise for the Aspen Road Culvert Replacement Project (Garrett Higerd) - Project consists of replacement of two existing culverts.

M12-185 **Action:** Reject all bids for the Aspen Road Rehabilitation Project.
Hansen moved; Johnston seconded
Vote: 5 Yes; 0 No

M12-186 Approve bid package, including the project manual and project plans, for the Aspen Road Culvert Replacement Project. Authorize the Public Works Department to advertise an Invitation for Bids and to issue the project for bid.
Johnston moved; Hazard seconded
Vote: 5 Yes; 0 No
Garrett Higerd, Public Works: Only two bids were submitted, and the amounts are significantly higher than last year's bid. Garrett recommended that the Board reject the bids and approve a rebid of a smaller project that will address culverts only. The larger paving portion of the project will be handled separately.

PUBLIC WORKS - ROAD DIVISION

Additional Departments: County Counsel

- 10a) Mailbox ordinance (Jeff Walters, Marshall Rudolph) - Proposed ordinance adding section 13.04.025 to the Mono County Code, pertaining to mailboxes.

No Motion **Action:** The Board directed staff to revise the ordinance in a manner reflecting the discussion. The ordinance would apply to existing mailboxes, but there needs to be a plan of action to inventory mailboxes, notify owners about compliance, and provide a fee waiver for those who comply by a deadline.
Marshall Rudolph, County Counsel: Reviewed the situation about mailboxes in the county right of way.

- The proposed ordinance will clarify the code as recommended by the Grand Jury. It includes guidelines for construction, a right of appeal before the Board of Supervisors, and addresses liability and responsibility, and existing mailboxes.
- The ordinance will allow people to "legalize" existing mailboxes.
- This impacts Tri Valley, Swall Meadows, Paradise and portions of Antelope Valley.
- Rudolph attended community meetings and RPAC meetings to get feedback. Community comments focused mainly on the impact to existing mailboxes; the biggest issue was about waiving fees.
- Public Works is working on an informational handout pending Board action on the proposed ordinance.

Jeff Walters, Public Works: The public consensus was that any fee is too much.

Board Comments

- Supervisor Hunt: Suggested waiving or reducing the fee if people comply by a deadline.
- Supervisor Hansen: This only affects a few people and the fee should be waived. New construction should be subject to the change, but there should be no enforcement for existing mailboxes unless there is a problem.
- Supervisor Bauer: Questioned the need for a mailbox ordinance.
 - Rudolph: The Board agreed to clean up the ordinance per Grand Jury recommendation.

Public Comments

- Tim Fesko: Reiterated concerns expressed in his email sent to the Supervisors prior to the meeting. There may be unintended consequences that impact all existing mailboxes. Fees need to be waived for existing mailboxes, and permit requirements need to be clarified.
- Fred Stump: Suggested deferring action on existing mailboxes to avoid creating a conflict with the county ordinance and the postal service; or “grandfathering” existing mailboxes. Fees should be waived up to a deadline (make it long enough so people have adequate notification). Many mailboxes have been in place for a number of years and have not created problems; defer action until issues can be addressed. People are under the impression that it is OK to put things in the right of way because of what currently exists.

Marshall Rudolph, County Counsel: Response to comments above:

- The proposed ordinance only addresses individual mailboxes and not post office cluster boxes. The postal service is concerned with delivering mail; the county is focused on exposure to liability. People have to comply with both standards.
- The current ordinance applies to all encroachments within the county right of way.
- The Board can grandfather existing mailboxes if it so desires; however, the Board should act carefully because some existing mailboxes could present liability. The existing mailboxes can't be grandfathered and then deemed later to be a problem.

Board Discussion

- Supervisor Hansen: The Board first needs to determine if existing mailboxes are in the county right of way and which ones are dangerous.
- Supervisor Hazard: The County is required to act per the Grand Jury recommendation and threats of litigation. Four of the five areas in question are in District 2, and the complaints have come from District 2, so this has been a significant issue. The county needs to establish a plan of action in order to get existing mailboxes into compliance and resolve issues. Suggested a process: 1) Each road foreman drive through communities and identify mailboxes that are in compliance and those that aren't. 2) Send information to each property owner educating them about the permit requirement; include an application, advise the owner about compliance, and specify what action needs to be taken. 3) Make public announcements in the media. 4) Waive fees until the end of the year. 4) Photograph each mailbox to determine needed changes. County needs to identify what problems exist, and consider dangerous mailboxes on an individual basis.
- Supervisor Johnston: Supports grandfathering the existing mailboxes, creating an inventory of the existing mailboxes, addressing safety issues, and waiving fees. For future construction, the driveway encroachment permit should include mailboxes. Changes to existing mailboxes would require a permit.
- Supervisor Hunt: Agreed with the idea of creating an inventory, waiving the fee for a certain amount of time, and imposing new requirements for new construction. The goal is to achieve compliance and eliminate liability.

General discussion with staff about the aspects of grandfathering existing mailboxes.

- Rudolph: Grandfathering would mean no change to the status quo, but that could include exposure to liability.
- Nick Criss, Code Enforcement Officer: The Board could establish a standard for pre-existing mailboxes and grandfather those that meet the parameters.

10b) Long Valley Mineral Mining Site - Pledge of Revenue (Jeff Walters) - Proposed resolution authorizing financial assurance for the reclamation of the Long Valley Mineral Mining site upon its closure.

R12-56 **Action:** Adopt Resolution #R12-56, "A Resolution of the Mono County Board of Supervisors Establishing a Financial Assurance for the Reclamation of Mined Lands.

Hunt moved; Hansen seconded

Vote: 5 Yes; 0 No

Jeff Walters, Public Works: The Long Valley mineral site is located near the airport. The county has acquired material from the site for a number of years, and continues to need this pit. The pledge of revenue is for reclamation when the pit is closed; the approximate cost would be \$37,400, adjusted annually for inflation. This situation is the same as the Sonora pit, which the county uses. It is more cost effective to have the mine than buy materials.

- Supervisor Johnston: Would like the reclamation to potentially accommodate a solar array.
- Supervisor Hazard: It could potentially be a landfill.

COUNTY COUNSEL

Additional Departments: Assessor

11a) Adoption of Assessment Appeals Board Procedural Rules (John-Carl Vallejo) - Proposed resolution adopting local procedural rules for the Mono County Assessment Appeals Board.

No Motion **Action:** The Board directed staff to agendize the proposed resolution for a public hearing on either September 4th or September 11th.

John Vallejo, Deputy County Counsel: The assessment appeals rules were requested by the previous assessor and assistant assessor; the proposed rules have been discussed with the Assessment Appeals Board. These rules will provide a guide for people coming before the Board. Most of the content in the proposed rules is governed by state law; certain internal processes can be changed.

Supervisor Johnston suggested having a public hearing to allow for public input. The Board concurred.

LUNCH

OPPORTUNITY FOR THE PUBLIC TO ADDRESS THE BOARD

No one spoke.

PUBLIC WORKS - FACILITIES DIVISION

Additional Departments: Building

- 12a) Old Sheriff Substation Property (Rita Sherman) - Receive staff report on the cost to develop the Old Sheriff Substation into a living quarters and museum for the current occupant Jim Ouimet, Mammoth Dog Team. Provide direction to staff as desired.

No Motion Action: The Board directed staff to 1) accommodate a bare bones residential unit within the building; 2) allow Ouimet to utilize the building for storage; 3) agendize an item to determine the value of Ouimet's caretaker services; 4) allow Ouimet to remove boards from the windows; 5) allow on-site use of an RV; 6) present an estimate of the cost to demolish the building vs. the cost to replace it with a modular unit.

Rita Sherman, Public Works—Facilities: The cost to rehabilitate the building was reviewed again, and is still in the \$500,000-\$600,000 range. The water was tested in 2010 and contained both bacteria and arsenic. Sherman outlined LADWP's and CalTrans's restrictions on water. It is questionable whether or not the county can drill a well; DWP does not think so. If the use of the property is changed, then the county will be required to put out a public notice so others have the opportunity to submit a request for use of the property. Asked for Board direction.

Public Comment

- Jim Ouimet, owner/operator of Mammoth Dog Teams: Disagreed with aspects of the estimate. Believed a basic upgrade would not cost much to create a small dwelling unit so a handler can be onsite 24 hours per day. He needs access to the inside of the building in order to maintain water and power, and would also like to set up the museum, which would require a ramp and ADA compliant bathroom. His business is unique and draws tourist money to the area.
 - Supervisor Johnston and Ouimet discussed the Planning Commission requirements, water filtration systems, contacts with Public Works, boarded up windows, and history of use.
- Jeffery Smith: Asked for clarification about Ouimet's lease arrangement with the county.
 - John Vallejo, Deputy County Counsel: This is not a residential relationship; the lease is for a business use.
- Fred Stump: Talked about fire safety options and possible issues with water storage.

Board Discussion

- Supervisor Johnston: The site is well suited to this operation with a little upkeep by the county. Johnston suggested that Ouimet could act as a caretaker in lieu of rent. Asked Tom Perry, building official, to explain the requirements for a minimal upgrade to accommodate equipment storage and a basic dwelling unit. Wants to help this local business sustain itself. Suggested a subcommittee visit the site to review the situation. Would like staff to come back to the Board with a workable and cost effective solution; believes the county can do the work for less than \$50,000. At no cost to Ouimet, have the Planning Commission modify the use permit to allow potential residential/RV use and eliminate certain restrictions.
 - Tom Perry, Building Official: Can't substantiate that the building was ever legally converted to accommodate a dwelling/residence. Outlined minimum requirements to convert unit into a publically-funded dwelling unit.
 - Marshall Rudolph, County Counsel: The county is required to comply with state building codes. Regarding a caretaker capacity, the relationship with the county

- would need to be clear.
- Scott Burns, Community Development: An RV for caretaker use can be used on a temporary basis while upgrades are in process.
- Supervisor Hansen: Believes there are ways around the issues so the business can succeed. Would like to move forward and decide whether or not the Board supports this project. Believes the building is basically sound. Agrees with spending a modest amount of money.
- Supervisor Hazard: The intended use of the building was a public safety facility for people stranded on 395. Reviewed the history of issues surrounding current use of the property. The County allowed this business to relocate to the present site with minimal storage space; there were problems with non-approved uses. The building is not safe and it is not appropriate for rehabilitation. The Board has talked about getting out of the housing business. Suggested Ouimet bring in a temporary RV, with hookups, as previously discussed.
- Supervisor Bauer: This is a policy question about whether or not the Board wants to fund this project. The Board has been accommodating Ouimet with his lease. Previous boards have discussed this issue several times. She is willing to continue accommodating the dogsled business but is not interested in rehabilitating the structure. Believes the building should be demolished; a modular unit would be a cheaper solution. This Board has previously talked about the issue of supporting private business. The Board has consistently helped Ouimet with the business aspect. This may be a discussion for the new board.
- Supervisor Hunt: Wants to support the dogsled business and the museum. This has to do with the history of the area. Suggested keeping the existing building as simple as possible and funding the basic upgrade. This business is vital to the community and he believes it should stay viable. The Board should do what it can; the county has money in the housing development fund and money in the budget earmarked for demolition that can be used for an upgrade.

Staff Response

- Vallejo: Reviewed the current use permit issued in 2003 that allows for a commercial kennel operation, but not residential use.
 - Caretaker duties are part of the current lease.
 - There is a hold harmless provision in the lease for the current use.
 - There is a provision for interior alterations to be done at the tenant's expense.

ECONOMIC DEVELOPMENT

13a)

Yosemite National Park's Anniversary Celebrations (Kassandra Hardy, Anniversary Coordinator, Yosemite National Park) - Presentation by Kass Hardy, Yosemite National Park, regarding the celebrations, activities, events and promotions being planned to honor several Anniversary milestones for the Park over the next few years; and an invitation to Mono County and Yosemite's East Gateway communities to engage and participate in as many ways as possible.

Action: None (informational only).

Kassandra Hardy: Presentation about Yosemite milestone anniversaries.

- Outlined the four anniversaries: 50th of the Wilderness Act, 100th of the National Park Service, 125th of Yosemite National Park; 150th of the Yosemite Grant Act.
- 80+ volunteers are assisting with the anniversary.
- New logo will be used.
- Released first publications and launched a website.
- Hoping for about 150 activities that will take place in communities around the park and

“hot spots” around the nation. Communities can apply to use the logo and host an event.

- Reviewed application deadlines.
- Outlined types of activities: themed events, symposiums, film festivals, art exhibits, storytelling, etc.
- Working with legacy projects in the parks, such as Mariposa Grove restoration.
- Working with Ken Burns on a film about Yosemite.
- Bio-blitz citizens project to evaluate species in the park.
- A national wilderness conference is scheduled to be held in Albuquerque.
- There will be a lot of opportunities for communities to participate in these anniversaries, which will stimulate interest in the area.
- Several people from Mono County are serving on the working committee.

- 13b) Air Service Guarantee (John Urdi, Executive Director, Mammoth Lakes Tourism) - Presentation by John Urdi, (Executive Director, Mammoth Lakes Tourism) on behalf of the Eastern Sierra Air Alliance, regarding the 2012 Summer/Spring/Fall Air Service Guarantee program.

Action: None (informational only).

John Urdi: Distributed copy of a PowerPoint.

- Air service is important to the visitors and local community.
- Overview of the air subsidy (minimum revenue guarantee—difference between what is sold and what is owed to the airline).
- Reviewed summer service impact on local economy. About \$700,000 directly spent in Mono County outside of Mammoth (based on American Express survey); this is understated since communities south of Mammoth are in the same zip code. Most money is spent on lodging, which equaled about \$32,000 in TOT.
- Locals and their families use the air service.
- Air service provides jobs and creates revenues through property tax (since property values remain higher).
- Exploring options with Alaska Airlines for a bulk ticketing program. MMSA would help with the online portion of the program.
- Reviewed economic impacts of air service and loss of air service.
- In light of June Mountain closure, spring, summer, and fall service is important.
- Eastern Sierra Air Alliance has been in place for about 8 months. The Alliance explores and recommends subsidy options, and provides input about the future.
- Need a consistent funding source for the future. Exploring the option of developing a Business Improvement District.
- Touched on the air programs in Jackson Hole and Vale.
- Requesting \$100,000 from Mono County for air subsidy.
- The summer air service has been doing well.
- The success of Mammoth Lakes helps the general fund of Mono County.
- Answered questions about value of air service to the county, the need to educate the public, and the need to consider return on investment.

Board discussed issues about air subsidy and other priorities in light of the budget.

- 13c) Tourism Workshop (Alicia Vennos) - Presentation by Alicia Vennos regarding Tourism highlights, successes and opportunities.

Action: None (informational only).

Alicia Vennos: Outlined accomplishments of the tourism/marketing commission. Tourism translates into services that Mono County can provide throughout the community.

- Tourism is Mono County's economic engine.
- Outlined goals.
- Talked about market segments (i.e. drive market). The drive market doesn't stay as long or spend as much money as the international market. Air service is critical to draw the international market.
- Advertising conversion study shows that marketing efforts are working.
- Website is a powerful tool. Working on a search engine optimization program; the content needs to be refreshed this year. All hiking trails and campgrounds have been uploaded.
- Talked about mobile device platform. Website needs to become user friendly.
- Talked about the print marketing campaign; it was very successful. Map guide won awards this year; used grants to reprint motor touring guide.
- Reviewed trade show and public relations activity.
- Talked about print advertising; total reach is about 3.3 million readers.
- Monthly email newsletters are being opened.
- Reviewed use of social media. This is about interacting with guests. Want to continue to extend the reach of social media.
- Reviewed special projects and partnerships.
- Film commission is an untapped resource; approximately \$1 million to \$1.3 million was spent on the recent film shoot.
- Reviewed leveraging opportunities; almost guaranteed to receive the Yosemite funding promoting the shuttle system and the Eastside.
- Needs full-time assistance to help support the program. The position is included in this year's budget.

Jimmy Little, Tourism Commission: The commission has worked hard and they are demonstrating return on investment. The Supervisors need to be able to educate the public about the benefits of funding tourism. Through workshops, the commission has worked hard to unite the county

13d)

June Lake Community Update (Alicia Vennos; Dan Lyster) - Update by the Economic Development Department regarding the June Lake winter 2012-2012 marketing plan and product development strategy.

Action: Informational only.

Connie Black, June Lake Revitalization Committee: They are doing everything possible to reopen June Mountain.

- Reviewed an outline of work since the last board meeting.
- One reason for negativity about airline service is the perception that the subsidy is a gift to Mammoth Mountain.
- The public needs to be educated about the benefit of the subsidy to the entire county.
- Currently interviewing PR firms.

Dan Lyster, Economic Development: The Board asked the tourism commission to take a leadership position with June Lake marketing/economic enhancement. They have enthusiastically accepted.

Ralph Lockhart: Took forest service personnel on a tour around June Lake. Part of the goal is to have June Lake become a bigger hub for winter activities; want to move the center of the hub closer to June Lake. Supports the air service subsidy and funding for making Jeff Simpson's position full-time.

ADJOURN: 4:38 p.m.

The Board adjourned in memory of Joanne Ronci, a previous Supervisor of District 3.

ATTEST:

VIKKI BAUER
CHAIR

LYNDA ROBERTS
CLERK OF THE BOARD

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